

REMARKS/ARGUMENTS

Entry of the foregoing Amendment and reconsideration of this application are requested. Claim 1 has been amended, claims 17-19 are newly added and claims 1-19 are now pending in the application.

Applicant appreciates the conditional allowability of claims 3, 9 and 10 if rewritten as suggested by the Examiner. New independent claim 17 is the combination of original claims 1, 3 and 9. New claim 18 corresponds to original claim 10. New claim 19 corresponds to original claim 8.

Claims 1, 2, 4-8 and 11-16 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Cherry in view of Marsico and Fürst et al.

Applicant has clearly amended independent claim 1 to set forth an infinity effect vehicular lighting arrangement positively and specifically recited as being mounted on a vehicle and having a structural combination not disclosed by the prior art.

Cherry discloses an illusion mirror light display 10 having a housing 12, a two-way mirror 14, a bendable one-way mirror 18, a rigid U-shaped channel inner frame 16 placed between the mirrors 14 and 16 and carrying a series of light sources 24. Although not specifically mounted, a battery may be used to power the light sources 24. It is noted that screws 22 having felt pads attached will always slightly bend the mirror 18 to redirect images from the light sources 24 (col. 3, lines 46-62). The Examiner acknowledges there is no reflective surface on the inner frame 16 and no transparent cover.

Marsico teaches a luminous effects device including a housing 10 holding a frustro-conical reflector 18 carrying LEDs 20 on an external surface thereof. The reflector 18 is interposed between a planar two-way mirror 16 and a spherical reflector 22. A mask 12 with a large opening is placed at the front of the housing 10 to let light rays shine therethrough.

Fürst et al shows a non-infinity lighting device for improving illumination of the entry region of a vehicle. A housing 4 holds a LED module 16 having white light LEDs 9 mounted on a circuit board 8. The light module 6 is mounted at the front of the housing 4 and sealed to a transparent cover plate 7 on only a portion of the front of the housing. The cover plate 7 has lens-shaped material elevations which act as converging lenses to deflect light beams from the LEDs 9 and change the lighting characteristic (col. 10, lines 39-61).

None of the references applied show or suggest an infinity effect vehicular lighting arrangement having a vehicular lighting housing and a battery mounted on a vehicle. It is submitted that Cherry does not teach or suggest a flat strip having any flexibility but rather a rigid, U-shaped channel inner frame. None of the references disclose a flat, flexible strip having an outer planar surface fixed across an entire constant width thereof flush against the interior surface of the vehicular lighting housing. There is also no showing of a flat, flexible strip having an inner reflective surface holding light emitting sources extending radially inwardly into a cavity. Such flat strip economizes the holding means for the LEDs of the invention while maximizing the size of the cavity unlike Cherry. Marsico fails to remedy the deficiencies of Cherry because he teaches a rigid, frusto-conical member 18 carrying LEDs 20 on an outside reflective surface 19 thereof which is spaced from, not fixed, to interior surface of the housing 10. Also, Marsico's two-way mirror 16 is spaced from, not engaged against, the member 19. Marsico teaches placing his LEDs 20 so that they are extending radially outwardly, not inwardly from a reflective surface.

In addition, none of the references disclose a rigid, planar, inflexible one-way mirror constantly held in equidistantly spaced relationship from the two-way mirror. Cherry's one-way mirror is always slightly bent due to felt pad and screws 22. Marsico has a curved or spherical reflector or one-way mirror 22. None of the references teach or hint at a planar, transparent cover glass extending entirely across and placed forwardly and against the one-way mirror. Clearly Cherry and Marsico lack such structure. Fürst et al shows a non-planar, lens-like cover which does not extend across and against a one-way mirror.

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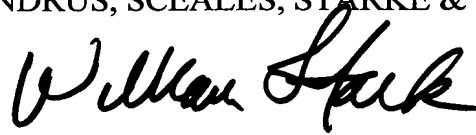
Neither Cherry, Marsico or Fürst et al, taken singly or in combination, shows the structural combination set forth in amended claim 1. Furthermore, none of the other cited prior art provides the claimed combination of amended claim 1.

Accordingly, it is requested that the Examiner pass this application to issue with claims 1-19 being deemed allowable.

The Examiner is invited to telephone the undersigned if it will further expedite prosecution.

Respectfully submitted,

ANDRUS, SCEALES, STARKE & SAWALL, LLP

A handwritten signature in black ink, appearing to read "William L. Falk". The signature is fluid and cursive, with the first name "William" and last name "Falk" clearly distinguishable.

William L. Falk
(Reg. No. 27,709)

100 East Wisconsin Avenue, Suite 1100
Milwaukee, Wisconsin 53202
(414) 271-7590